



FOR IMMEDIATE RELEASE
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GOYA FOODS DONATES 75,000 POUNDS OF FOOD IN WASHINGTON REGION THROUGH UNITED WAY OF THE NATIONAL CAPITAL AREA

Local Donation Is Part of One Million Pounds of Food the Company Will Distribute Across the Country

WHAT: [United Way of the National Capital Area](#) (United Way NCA) will distribute 75,000 pounds of donated [Goya Foods](#) to 12 local food pantries that serve the residents of the Washington Region. The [Capital Area Food Bank](#) is the main distribution site for the donation.

During the event, an executive chef from [Food & Friends](#) will be demonstrating how to create low-cost, healthy, nutritious meals from the donated Goya products.

The local donation is part of Goya Foods', the leading Hispanic-owned company in the United States, national distribution of one million pounds of food across the country in conjunction with United Way.

These 12 receiving United Way NCA members represent the more than 40 food distribution organizations that United Way NCA serves each year. Last year, United Way NCA contributed more than \$3.1 million dollars to these nonprofits who are focused on fighting hunger in the region.

As the largest single day donation by a food company, this contribution will help feed more than 3 million people nationwide.

WHERE: Capital Area Food Bank
645 Taylor Street, NE
Washington, DC 20017

WHEN: **Wednesday, March 16**
11 am - Cooking Demonstration
11:30 am - Remarks
12 pm - Photo ops/Interviews

WHO: Bill Hanbury, President and CEO, United Way of the National Capital Area

Luis Ramos, General Manager, Goya Virginia

Lynn Brantley, President and CEO of Capital Area Food Bank

Mark Locraft, Executive Chef, Food & Friends

Representatives from Donation Recipients:

- Arlington Food Assistance Center (Arlington)
- Bread for the City, Inc. (DC)
- Capital Area Food Bank (Region)
- Children of Mine (DC)
- DC Central Kitchen, Inc. (DC)
- Food & Friends (Region)
- Food for Others (Fairfax)
- Help for Others (Loudoun)
- Manna Food Center (Montgomery)
- Martha's Table (DC)
- Montgomery County Family Center of Catholic Charities (Montgomery)
- SERVE - No. VA. Family Services (Prince William)
- Spanish Catholic Center (DC)

**PHOTO OPS/
INTERVIEWS:**

- Donated Goya food being loaded on recipient agency trucks
- Healthy cooking demonstration featuring donated Goya products
- Interviews with officials from United Way NCA, Goya and Capital Area Food Bank

BACKGROUND:

About Goya

Throughout its history, Goya has donated extensively to local and national organizations as well as disaster recovery efforts around the world, including providing aid to the victims of the Haiti and Chile earthquakes. In 2010 alone, the company donated more than 1.5 million pounds in the U.S. The March 16th donation will take place on the 75th day of the year during the company's 75th anniversary milestone year.

Additionally, Goya and the United Way are launching the *Goya Gives* campaign, a 75 day long effort to enable the public to make their own contribution to fighting hunger and promoting good nutrition through various social media platforms. Participants will be able to engage in *Goya Gives* by uploading their own low-cost recipes using Goya products, sharing stories and photos of how they have shared a meal with those in need, donating their Facebook status and Twitter tweets to the cause, and by making monetary donations to United Way to help fund the organization's initiatives to prevent hunger and improve nutrition in communities across America.

For more information on *Goya Gives*, please visit www.GoyaGives.org.

About United Way NCA

United Way of the National Capital Area is the largest and most enduring social change organization in the Washington Metropolitan Area. We create connections that make a difference, linking donor dollars to worthy causes, companies to community, and neighbors-in-need to vital services. Focusing on the critical areas of Education, Income and Health – the building blocks of a good quality of life – United Way of the National Capital Area not only provides immediate relief of problems affecting area residents, but also works to alleviate the underlying causes.

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-3-

Understanding the interconnectedness of community, we work in collaboration with our member charities, government, area businesses, and community leaders in order to improve lives throughout the region. For more information, visit www.unitedwaynca.org.

About Capital Area Food Bank

The Capital Area Food Bank, a member of Feeding America, is the Washington, D.C. metro area's hub for food sourcing and distribution in the hunger relief movement. In addition to food distribution, the food bank provides nutrition education and skill-building courses; develops solutions through advocacy; and creates sustainability through community outreach and education for those struggling with hunger. Last year, the CAFB distributed 27 million pounds of food, including nearly 10.8 million pounds of fresh produce. The Capital Area Food Bank has served the National Capital Region over 31 years.

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